



The Big American Novel of 1923

The Hawkeye by Herbert Quick

A story of pioneers, fighting for life on the prairies; of marauding Indians; of bandits and horse thieves and boodling politics; of brave women and beautiful girls.

The story of Fremont McConkey, the clodhopper poet; of Catherine Ashe and her sisters; of the Bushyagers, whose horses bore many brands; of Raws Upright and his gang of grafters.

It is adventure and romance and history.

The Hawkeye is better than Mr. Quick's "Vandemark's Folly," which the critics pronounced the best novel of 1922 after its serial appearance in THE LADIES' HOME JOURNAL.

It is beyond question the greatest American novel that will be published this year.

Don't miss the first of six generous installments—read the March LADIES' HOME JOURNAL!

Church

The ringing of the church bell, or the trick of an imitation stick of chewing gum—which would attract you to church? Sensationalism or the Word of God—which would you rather hear?

How should the Church advertise? is a vital question, but the grotesque methods that are being used in many places are merely cheapening religion.

Read Charles A. Selden's article, "Advertising the Church," in the March Journal.

Harry Emerson Fosdick writes about *A High Opinion of Oneself*.

William Lyon Phelps tells stories of Hawthorne that you have never heard before.

Senator Royal S. Copeland warns America of *The Advancing Plagues of Eastern Europe*—the typhus and cholera and bubonic plague that have killed millions in Russia.

Other articles of surpassing interest by Mrs. John King Van Rensselaer, Walter Damrosch, Alice Ames Winter and Sarah D. Lowrie.

Fashions

Before you get your new hat and new dress for Easter see the March Journal. Among the new fashions shown in it are:

The dress made of a shawl.

The sports dress with a cape back.

The new flounced frock.

The dress with a matching scarf.

The skirt with flat back and full front.

The dress with six pockets.

Two pages of French hats, chosen by a jury of great Paris milliners as best for spring. Irene Castle wears them.

Last-minute cables from The Journal's Paris office, telling of lines and linings, sleeves, waistlines, colors, fabrics and trimmings.

THE LADIES' HOME JOURNAL makes fashions!

If you buy your clothes ready-made, read The Journal's fashion news pages; if you make your own, you can use its patterns with confidence.

Clothes that are made after Journal fashions will be in style for at least two years.

Fiction

The Harp and the Triphammer, by Walter B. Pitkin—The love story of a girl that took her halfway round the world.

Snake and Hawk, by Stephen Vincent Benet—A romance of the Spanish main—ships and a girl and gold doubloons.

Little Winged Birds So Happy, by Sophie Kerr—The story of a family-ridden woman's rebellion, with a moral for a good many wives.

And other stories of more than usual distinction by Zane Grey, Eleanor Hallowell Abbott, Corra Harris, Mateel Howe Farnham and Samuel Scoville, Jr.

For the housekeeper there are *forty* new recipes, together with a dozen new kitchen utensils, a page of spring garden plans and *Housekeeping in the Little House*, by Alice Van Leer Carrick.

If you are thinking of building you will be interested in *An Ideal Bungalow*, and if you have bought a new car, by all means see the page of *Attached Garages*.

228 pages in the March Issue of —

THE LADIES' HOME JOURNAL

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